

Subject: Fwd: Fwd: Downtown News - Holiday Campaignboundary="Apple-Mail=_6AE343ED-9CF1-46DC-8B14-9BFEDA246553"
From: "Dawn Eastin" <dawn@downtownnews.com>
Date: 10/19/2016 02:41 PM
To: "Henna Sherzai" <HSherzai@downtownla.com>

Hi Henna,

I am following up on our Holiday section, Michael mentioned that you may not participate. Have you decided? I would love to have the Central Business District included in the section and I am happy to customize the section to what you need.

Dawn

*Dawn Eastin
General Manager
L.A. Downtown News
1264 W. First St.
L.A., CA 90026
213-481-1448
213-250-4617 fax*

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Begin forwarded message:

From: Dawn Eastin <dawn@downtownnews.com>
Subject: Downtown News - Holiday Campaign
Date: October 6, 2016 4:45:40 PM PDT
To: Henna Sherzai <HSherzai@downtownla.com>, Michael Filson
<mfilson@downtownla.com>
Cc: Michael Lamb <michael@downtownnews.com>

Hi Henna and Mike,

Thanks for meeting with us yesterday. Let's forget about creepy clowns.

Below are the elements and different levels for you Downtown For The Holidays section. Let me say before you read through that any of these can be customized to fit your needs. Depending on where you end up with your Holiday Surprise plan we can work on exactly what you will need. And we can talk more about further partnership opportunities as well.

Downtown For The Holidays - Shop Local

Elements

- Article/s (interviewing you but written by our writers, you have final approval)
- Ad in section
- Logo on cover of section
- Online promotions at DowntownNews.com promoting section
- All stories and section online
- All stories sponsored on FB
- All stories posted to Twitter
- Instagram posts during season
- 3000 to 5000 additional copies of the section printed and distributed to you and Downtown area retailers

All three options below include above elements

Downtown For The Holidays \$5000

- 2 to 4 articles (depending on content decisions & length)
- Full page ad in section (Can be broken into more than 1 ad)
- Logo on cover of section
- 6 social media posts

Downtown For The Holidays \$3000

- 1 to 2 articles (depending on content decisions & length)
- 2/3 page ad in section (Can be broken into more than 1 ad)
- Logo on cover of section
- 3 social media posts

Downtown For The Holidays \$1500

- 1 article
- 1/3 page ad in section
- Logo on cover of section
- 1 social media post

As I mentioned above, all of these can be customized depending on your needs. I would like to get all commitments finalized in the next 2 to 3 weeks so that we can get a writer scheduled to meet with your contact and make sure we have enough time to review the articles.

Let me know if you want to chat.

Dawn

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